

**RHODE ISLAND PUBLIC TRANSIT AUTHORITY  
STRATEGIC PLANNING COMMITTEE  
MINUTES OF DECEMBER 2, 2010 MEETING**

**Board Members Present: Thomas Deller, Chair; Edward Field; Steve Durkee; and William Kennedy.**

**Other Committee Members Present: Everett Stuart; John Flaherty; and Linsey Cameron.**

**Absent: Steve Devine; Christopher Long; Kevin Flynn; and Steve Farrell.**

**Also Present: Alfred Moscola; Henry Kinch; Mark Therrien; Amy Pettine; Anne Galbraith; and Ellen Mandly and members of the public whose names are on the meeting sign-in sheet.**

**Mr. Deller opened the meeting at 8:42 and said the minutes in front of the Committee were amended to include an edit suggested by Steve Devine. The edit was a paragraph on the third page highlighted with italicizing. Mr. Kennedy made a motion to approve the minutes with the suggested change. Mr. Durkee seconded the motion and the minutes of the October 7, 2010 meeting were unanimously approved as amended.**

**Ms. Pettine passed out a document entitled A Vision for the Future of Transit in Rhode Island and Anne Galbraith said this document summarizes the 6-7 meetings held across the State in recent weeks to vet the draft strategic plan. She thanked John Flaherty and his associates at the CTC for their support and assistance at the meetings.**

**She said community planners and stakeholders were in attendance at the meetings and to date about 75 people have attended the various presentations and given their comments and written comments were also submitted directly to staff. She walked through the key points in the document saying the plan was met with great enthusiasm and support and RIPTA received kudos on the strategic plan and timing thereof. The public also recognizes and appreciates the partnerships RIPTA has forged in the communities in recent years.**

**Ms. Galbraith said a consistent theme heard at many meetings was to maintain the system as it is today and to increase and efficiencies and build ridership. It was agreed that these themes be highlighted within the plan. She also noted many comments were made voicing general support for the concept of a Strategic Plan and advocating that it should not be put on a shelf – it needs to be implemented.**

**Staff answered questions and received suggestions about vetting the plan with RIPTA drivers and other personal. John Flaherty commented that CTC and Grow Smart also publicized the plan.**

**Next Ms. Galbraith discussed each of the goals in the plan and the feedback received on same and set forth in the document. She and other members of the planning staff discussed and elaborated on each of the bulleted comments regarding for each of the goals and heard comments from the Committee.**

**Following the discussion on the goals it was agreed by all that RIPTA's service standards need to be reviewed and updated and that the potential for renewed ferry service needs to be addressed by the State. It was clear at recent events that the public is interested in understanding how RIPTA makes decisions about what services to offer and that basic, safe, reliable service is what the public wants.**

**Staff noted that more public outreach is needed to advertise basic existing services along routes and in public places like city halls. In addition a targeted marketing campaign is needed for the new strategic plan. The Committee members discussed advertising and marketing and agreed this is an area where we more can be done in the future.**

**Next the Committee and staff discussed when to put the plan before the full Board for final approval. Because staff is still in the process of receiving comments and feedback on the plan from stakeholders it was decided to wait until the January Board meeting to submit the strategic plan for final approval. It was determined that an executive**

summary of the plan be created including visual aids and the summary should accompany the final draft plan.

Mr. Deller said the next step would be marketing of the plan which is very important. He said the marketing needs to be global and aggressive. Mr. Deller stressed that this plan is a living document that will change and guide our growth. He said we will need to work with finance each year to add and edit the goals and actions in the plan.

Next Mr. Deller addressed items he would like to see on the agenda for future Committee meetings. Some suggested items were: sustainable funding, how to make human resource transportation (Ride) more effective, rail service, service standards and coordination with Statewide Transit's planning.

Mr. Deller opined that it is amazing that there is no transit mandate for cities and towns to look at the impacts of development and growth on transit. He believes the Committee should focus on this issue and begin to lobby to make transit an issue that should be considered relative to growth and economic development.

Mr. Flaherty suggested that funding should be the next imperative. He said we need to get consensus with the Senate Study Commission on ideas for funding all forms of transportation and without this our strategic plan won't go anywhere. He said the human services

transportation budget should be discussed as part of the Senate study commission because we need to address not only finding new revenue, but making the best use of existing resources. Mr. Therrien said the human services transportation study is complete but the conclusions are still under review by outside agencies. A brief discussion ensued.

Mr. Deller moved on to a discussion of premium service. Mr. Therrien who said he just received information on park and rides from Steve Devine and he passed out the one page document which made clear we cannot charge for parking at the lots with our current farebox system. Mr. Therrien is going to review the information he received from Mr. Devine more closely. Mr. Deller said we need to look at premium service more closely to determine what could be along with the revenue potential. He asked Mr. Therrien to focus on potential premium service keeping in mind any technical issues. A discussion of how to enhance the system and the revenues ensued.

Mr. Field asked for public comment and none was received nor was there any old business.

There being no further business Mr. Kennedy made a motion to adjourn the meeting and Mr. Field seconded. The meeting was unanimously adjourned.

Respectfully submitted,

---

**Ellen M. Mandly**

**Recording Secretary**